

P1 - AUTHORIZATION TO ACQUIRE NORFOLK SOUTHERN MUSTIN
SITE (*Resolution and Exhibit to be provided at the Board Meeting*)

PROPOSED

**AUTHORIZATION TO RETAIN A PROFESSIONAL SERVICES AGREEMENT WITH
FOCUS MEDIA SERVICES, LLC**

Philadelphia Regional Port Authority

Resolution No. 2025 XX

July 16, 2025

WHEREAS, the Philadelphia Regional Port Authority (the "Authority") has been authorized under Section 6 of the Act of July 10, 1989, P.L. 119, No. 22, 55 P.S. §§ 697.1 – 697.24, of the General Assembly of the Commonwealth of Pennsylvania (the "PRPA Act") to make and enter into contracts in furtherance of its purposes; and

WHEREAS, Section 11(d) of the PRPA Act sets out procedures whereby such contracts may be awarded for professional services in furtherance of the powers and duties of the Authority without competitive bidding; and

WHEREAS, the Authority seeks to promote and enhance brand awareness of PhilaPort in the local Philadelphia market through strategic public relations and media efforts; and

WHEREAS, in 2024, the Authority awarded Project #24-023.S, titled "*Creative, Advertising, and Media Planning Support Services (PR Campaign)*," to support this initiative; and

WHEREAS, Focus Media Services, LLC ("Focus Media") previously executed this project, delivering a successful PR campaign that included television commercials, billboards, print advertising, and social media placements; and

WHEREAS, Focus Media has provided services to the Authority since 2020, establishing a strong working relationship and gaining a deep understanding of PhilaPort's mission and operations; and

WHEREAS, Focus Media's familiarity with the Authority's goals, existing creative assets, and extensive media archive—including drone footage and photography, provide operational efficiencies and cost savings that could not be easily replicated by a new vendor; and

WHEREAS, the Authority's staff recommend entering into a new professional services agreement with Focus Media for a two-year term, at a cost not to exceed \$100,000 per year;

NOW, THEREFORE, BE IT RESOLVED:

1. That the Board of the Philadelphia Regional Port Authority hereby authorizes the Executive Director, or his designee, to negotiate and enter into a professional services agreement with Focus Media Services, LLC, for the continuation of Project #24-023.S, for a term of two (2) years and for an amount not to exceed \$100,000 annually.

**AUTHORIZATION TO RETAIN A PROFESSIONAL SERVICES AGREEMENT
WITH FOCUS MEDIA SERVICES, LLC**

Philadelphia Regional Port Authority

**Resolutions No. 2025-XX
July 16, 2025**

MOVED:

SECONDED:

APPROVAL:

Qualified Majority Required: No

Pearson*

Bryan**

Clark*

Cuff**

Lazer***

Maser*

Shacklett**

Butler**

Santone***

Whitaker*

Skoutelas***

Gubernatorial Appointee*

Legislative Appointee**

Gubernatorial Appointee - County Recommendation ***

Memorandum

To: PhilaPort Board of Directors

From: Sean Mahoney, Senior Marketing Director

Date: July 9, 2025

RE: Justification to Enter into Professional Services Agreement with Focus Media Services, LLC

PhilaPort requests authorization to retain the services of Focus Media Services, LLC (Focus Media) for the continuation of the previously awarded project #24-023.S “Creative, Advertising and Media Planning Support Services (PR Campaign)” to promote PhilaPort (The Port of Philadelphia) and increase brand awareness in the local Philadelphia market. Focus Media was selected for this initiative in FY 2024/25 through PhilaPort’s competitively structured procurement process. The firm is uniquely qualified to meet the specific needs of the project, having developed a strong working relationship with the Port since 2020 through multiple projects. Focus Media also brings extensive experience in media, news, and drone/photography work.

Focus Media developed, programmed and executed a successful PR Campaign which ran in Fall 2024. This PR Campaign included TV commercials, billboards, print advertising and social media placement. With the previous relationship, it allows us to work with partners familiar with our mission and our goals, allows us to save significantly in certain areas, such as developing TV commercials. If we were to pursue another vendor to reinstate/extend our PR Campaign efforts, we would be essentially starting from scratch, from building a relationship with the vendor, and building their knowledge about the Port.

Focus Media houses an extensive library of existing PhilaPort drone footage and photographs, resources that will significantly reduce costs and enhance efficiency in PhilaPort's PR campaign efforts.

Recommendation:

The PhilaPort staff recommend engaging Focus Media for a two-year term, with costs not exceeding \$100,000 per year.